

**Amendments to the Claims:** This listing of claims will replace all prior versions, and listings, of claims in the application

Listing of Claims:

1. (Currently Amended) A method for targeting products or services to a person, the method comprising the steps of:

- creating a universe of N attributes  $V_i = [v_1, v_2, \dots, v_N]$  to be shown or exposed to a person j, wherein the attributes are associated with products or services; and

- showing said attributes  $V_i$  to said person j and calculating at least one of importance, weight or sensibility each of said attributes  $V_i$  has on said person j for predicting future market decisions of said person j, and expressing the corresponding results of said calculation as  $W_{ij} = [w_{1j}, w_{2j}, \dots, w_{Nj}]$ ;

wherein the method further comprises at least the steps of :

- creating a database  $A = [a_{ij}]$  including, for said person j, said universe of attributes  $V_i$  ordered by their calculated weight  $w_{ij}$ ;

- creating a database  $P = [p_{ij}]$  including, for said person j, said universe of attributes  $V_i$  ordered by a corresponding objective interest level  $Z_i = [z_1, z_2, \dots, z_N]$ , wherein said objective interest level is determined by a vendor who offers the products or services; and

- consulting said ~~databases~~ database A, and consulting said database P, matching said ~~databases A and P~~, selecting from ~~matched databases A and P~~ attributes  $V_i$  whose importance, weight or sensibility  $w_{ij}$ , for said person j, are higher than a specific value, and whose objective interest level  $z_i$  are higher than another specific value, and showing an advertisement only for products or services having those selected attributes to said person j.

2. (Cancelled)

3. (Cancelled)

4. (Previously Presented) The method of claim 1, wherein said steps of consulting said database A, selecting said attributes and showing said selected attributes  $v_i$ , are done for a group of people instead of only one person j.
5. (Previously Presented) The method of claim 1, wherein said steps of consulting said databases A and P, selecting said attributes and showing said selected attributes  $v_i$ , are done for a group of people instead of only one person j.
6. (Currently Amended) The method of claim 1, wherein said databases A and P include said attributes  $v_i$  and their corresponding weight  $w_{ij}$ , related to every person, by using tuples, wherein  $[a_{ij}] = \langle v_i, w_{ij} \rangle$  of tuples <attribute, weight> and  $[p_{ij}] = \langle v_i, z_i \rangle$  of tuples <attribute, interest>.
7. (Previously Presented) The method of claim 1, wherein said consulting of said database A is done automatically.
8. (Currently Amended) The method of claim 1, wherein said consulting of said ~~databases~~ database A and consulting said database P ~~is~~are done automatically.
9. (Previously Presented) The method of claim 1, wherein at least one of said attributes  $v_i$  includes at least two others of said attributes  $v_i$ .
10. (Cancelled)
11. (Original) The method of claim 1, wherein said attributes  $v_i$  refer to different articles.
12. (Original) The method of claim 1, wherein said attributes  $v_i$  are different characteristics of an article.
13. (Previously Presented) The method of claim 9, wherein said weight  $w_{ij}$  of said attributes  $v_i$  is a number which reflects at least one of (i) the quantity of a specific article and (ii) articles with a specific characteristic, likely to be acquired.
14. (Original) The method of claim 11, wherein said weight  $w_{ij}$  of said attributes  $v_i$  is a number which reflects at least one of (i) the quantity of a specific article and (ii) articles with a specific characteristic, likely to be acquired.